AirPods | Product Guide

AirPods are revolutionary new wireless headphones that use advanced technology to reinvent how we listen to music, make phone calls, enjoy TV shows and movies, play games and interact with Siri, providing a wireless audio experience not possible before.

Key Demo Moments

Base the demo experience off the customers needs. For a step by step demo process, reference AirPods First Look (M390C00).

1. **One-tap setup with iPhone.** Set up all your Apple devices in one easy step.
2. **Automatic Playback.** AirPods sense when you wear them and automatically play.
3. **Double-tap for Siri.** Control your music and much more with your voice.
4. **Charging and storage.** The AirPod Case charges quickly and holds additional charges.

Ways To Buy

Everything is Available. Buying online may be the fastest, most seamless customer experience. Whether customers find it's more convenient to ship to home or we're out of stock in store, Apple.com, Kiosk, and the Apple Store app are here to help.

For US and China, AirPods are available on EasyPay Kiosk.

Key Messages

Breakthrough wireless design. Always connected and can sense when AirPods are in your ear, pausing music when they are removed.

Double-tap for Siri. Change songs, adjust volume, make a call, or get directions without taking your iPhone out of your pocket.

Powered by the Apple W1 chip. Offering extremely efficient wireless for a better connection, improved sound, and seamless switching between devices.

More than 24 hour battery life, with charging case. 5 hours of listening time on one charge. And 15 min quick charge gives you 3 hours of listening time.

Compatibility

- iPhone, iPad, iPod Touch with iOS 10 or later
- Apple Watch with watchOS 3 or later
- Mac with macOS Sierra or later

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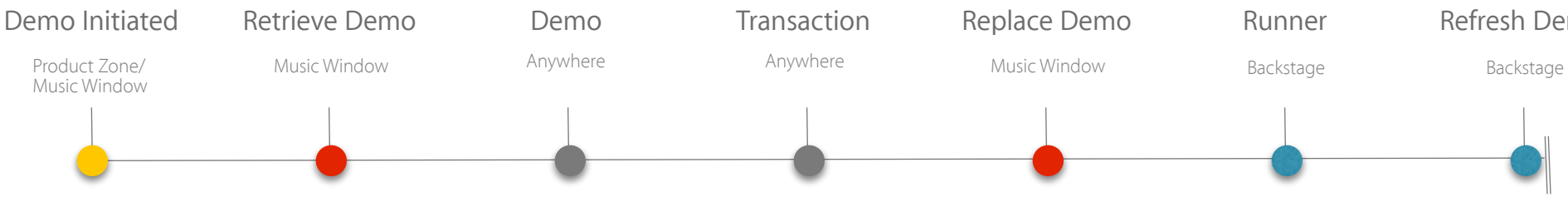
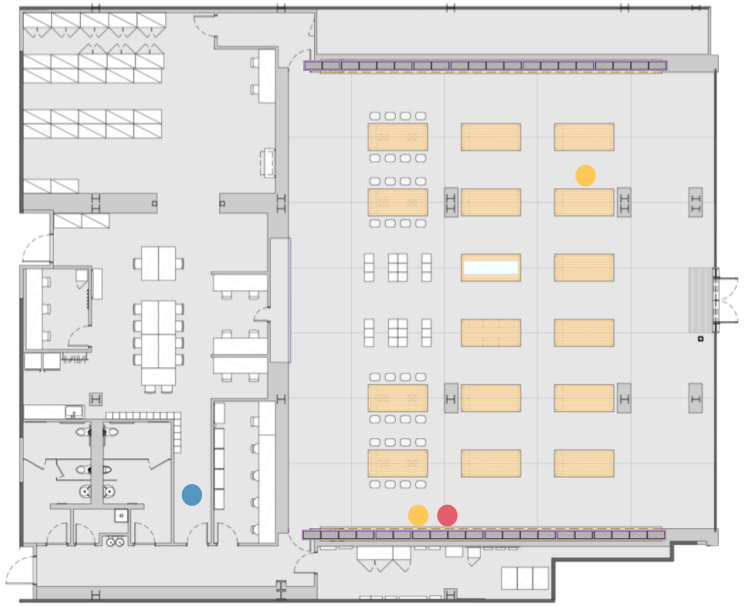
AirPods Launch Strategy | Avenues



Runner, Backstage and Refresh Demo Products

- Half of the demo units will be kept in a vacant drawer at the Music Window and the other half will be kept charging backstage.
- All clean demo units will be sealed by a clear sticker.
- After the customer interaction is complete, the AirPods need to be unpaired with demo device. Settings>Bluetooth>MyDevices>Locate the paired AirPods and tap the blue info button>Forget Device
- Return the used demo unit to the drawer. Make sure you do not reseal the AirPod case with the sticker once demo is complete.
- When all 8 demo units have been used, request 'Headphone Kits>AirPod Demos' through Runner.
- The Runner will bring out 8 cleaned charged, and sealed units, and exchange these for the used demo units.
- The used demo units are returned backstage and cleaned per AirPod Demo Refresh.

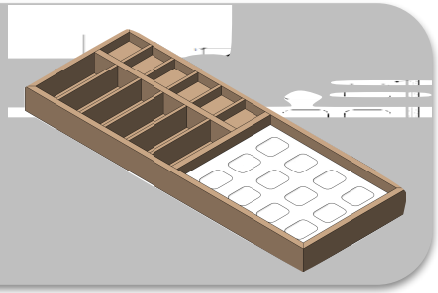


Demo Units: 16 Per Store

Music Window: 8 units

Backstage: 8 units

*Demo quantities might vary by store



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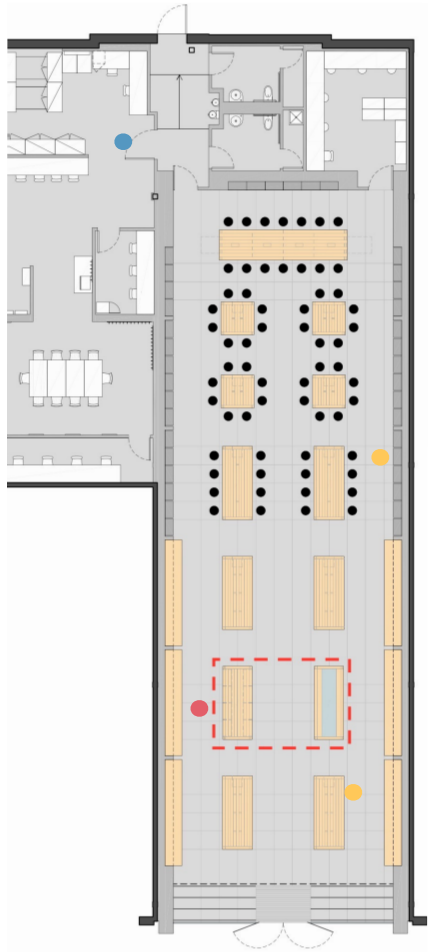
AirPods Launch Strategy | Non-Avenues

Demo Initiated	Retrieve Demo	Demo	Transaction	Replace Demo	Runner	Refresh Demo
Product Zone/ Accessories	Watch try-on table	Anywhere	Anywhere	Watch try-on table	Backstage	Backstage

Runner, Backstage and Refresh Demo Products

- Half of the demo units will be kept in a vacant drawer at the Watch Try-On Table and the other half backstage. If you don't have a vacant drawer or Try-On table, runner demo units as needed.
- All clean demo units will be sealed by a clear sticker.
- After the customer interaction is complete, the AirPods need to be unpaired with demo device. Settings>Bluetooth>MyDevices>Locate the paired AirPods and tap the blue info button>Forget Device
- Return the used demo unit to the drawer. Make sure you do not reseal the AirPod case with the sticker once demo is complete.
- When all 5 demo units have been used, request 'Headphone Kits>AirPod Demos' through Runner.
- The Runner will bring out 5 cleaned charged, and sealed units, and exchange these for the used demo units.
- The used demo units are returned backstage and cleaned per AirPod Demo Refresh.



Demo Units: 10 Per Store

Watch Try On Table: 5 units

Backstage: 5 units

*Demo quantities might vary by store

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AirPods | FAQs

Are there purchases limit for AirPods?
Each individual can purchase a maximum of 2 units.

Where should the demo be conducted?
While the demo will be kept in a drawer at the Music Window in the Avenue stores and at the Watch Try-On Table at the Vintage stores, the try on experience can be completed anywhere in the store where space is available.

Who should conduct the AirPod demo?
Anyone in the Product Zone who is familiar with the AirPod demo guidelines can conduct the demo. You may reference the AirPods First Look for details.

Can I demo the AirPods on a customer's personal device?
Yes. You can demo the AirPods either on a customers personal device or the demo device. In either case, remember to un-pair the device after the demo is complete.

Can we clean the demo units in the product zone?
To maintain visual brand standards, please clean all demo units backstage. Reference AirPod Demo Refresh for specific steps.

Can team wear gloves while cleaning AirPods?
Yes, they can use the purple nitrile gloves in the Genius Room.

Could the IPA wipe damage someone's ear?
Not likely. IPA evaporates very quickly, so once the AirPod is dry, there is no chemical left on the AirPods.

Are single AirPods purchasable if a customer looses one?
Customers are encouraged to leverage the charging case which makes it easy to store and charge the AirPods when they are not in use. Single AirPods are not available for purchase.

Are the AirPods waterproof?
No, they are not waterproof. Similar to EarPods, AirPods do not (yet) have an IPX rating.

Will the AirPods stay in my ears?
We have AirPods available for demo so you can experience the sound and feel of the product firsthand before purchasing.

Can customers buy on line and pick up in store?
Yes.

Are AirPods returnable?
Yes.

Are AirPods on EPP?
At launch, AirPods will not be on EPP. Continue to check back on EPP for updates.

How should we replace a demo unit?
If you need to replace a demo unit, please pull a sellable unit and expense it.

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Additional Resources

First Look AirPods (M390C00)

AirPod Demo Refresh

EasyPay Kiosk Guide (M2E8400)

Questions?

Contact storesupport@apple.com

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AirPods iPhone Pairing Part Number

Region	County	Description	Part Number	Total Quantity Needed
AMR	Canada	iPhone 7 Rose Gold 128GB	MN952	2
	Mexico	iPhone 7 Rose Gold 128GB	MN952	2
	US	iPhone 7 Rose Gold 128GB	MNC62	2
APAC	Australia	iPhone 7 Rose Gold 128GB	MN952	2
	China	iPhone 7 Rose Gold 128GB	MNH12	2
	Hong Kong	iPhone 7 Rose Gold 128GB	MN8P2	2
	Japan	iPhone 7 Plus Rose Gold 128GB	MN6J2	2
	Macau	iPhone 7 Rose Gold 128GB	MN8P2	2
EMEA	Belgium	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	France	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Germany	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Italy	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Netherlands	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Spain	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Switzerland	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Sweden	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	Turkey	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	UAE	iPhone 7 Plus Rose Gold 128GB	MN4U2	2
	UK	iPhone 7 Plus Rose Gold 128GB	MN4U2	2

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